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ABSTRACT

In the first edition of this book, the concepts of marketing and planning library and information services were presented as effective managerial strategies. Several paragraphs from the introduction to the first edition are reproduced, with author commentary, in this edition as an affirmation that the message is still true. In this second edition, the original nine chapters have been expanded into eleven, and some concepts have merged while others have been increased in scope. Chapter 1 defines marketing and how it connects to the planning process. Chapter 2 focuses on the marketing/planning team and team building. Chapter 3 expands the creation of a mission to also embrace the development of a vision for the future, while Chapter 4 considers the marketing audit and looks at both external and internal environments, plus environmental scanning. Chapter 5 combines the exercise of developing goals, objectives, and action strategies into an expanded and revised discussion. Chapters 6, 7, 8, and 9 encompass that set of marketing concepts known as the "4 Ps": Products, Price, Place, and Promotion. Chapter 10 introduces two approaches to evaluation, and Chapter 11 focuses on designing a preferred future. Includes an index and a bibliography. (AEF)

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